

EXTRA!

Publix Opinion

The Official Voice of Publix

EXTRA!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Tuesday, November 4th, 1930

No. 60

WOW PRODUCT ASSURES BIG THEATRE BUSINESS

FEET FIRST

A mile and a half of compact laugh-dynamite which explodes at the first flicker! **HAROLD LLOYD'S** greatest and funniest thriller! Made New York Rialto house record on opening day soar higher than a kite. Mordant Hall, sedate critic of conservative New York Times "defies any spectator to sit through it without laughing. A load of laughter!" Blasé Broadway audiences alternated between gasps, screams, bellows, titters, roars, tears and wheezes! A laugh-fest that will break the coin-fast in your town!

GIANT FORERUNNERS SMASH ALL RECORDS!

Following almost immediately upon Mr. Katz' prediction of boom box-office activity in the very near future, as a result of the magnificent product releases of all companies, the startling success of the first forerunners furnishes a clear indication that the money hey-day of the motion picture industry is already at hand. **IT'S HERE—NOW!**

The first heralds in New York of the returning *Prosperity Era* in film business were two money giants which descended with a mighty crash

upon a startled Broadway last week and rocked that famous Street Of Hits from end to end. One was the Paramount release of **HAROLD LLOYD** in "FEET FIRST," which opened at the Rialto Theatre on October 30th. The other was **AMOS 'N' ANDY** in "CHECK AND DOUBLE CHECK," the opening attraction of a new theatre on Broadway, October 31st.

Veteran showmen, long accustomed to the fracas
(Continued inside)

MONEY FILMS SURE B. O. TONIC!

The future health of Publix box-offices is definitely assured, according to Mr. Sam Dembow, Jr., who expressed extreme gratification at the terrific patron-pulling power of the new line-up of money product.

"With such product to sell," Mr. Dembow said, "I have every confidence that the coming few months will witness an abrupt upward trend in the grosses of Publix theatres. I heartily concur with Mr. Katz that every vestige of business depression will be swept away the minute these powerful attractions are flashed from the marquee of our theatres.

"There are certain combinations of definite entertainment values which are irresistible to the general public. Irrespective of the condition of the times, the weather or any other deterring factor, there are some pictures which they inevitably must see. This has been proved time and again. It is because this rare combination is found in practically every Paramount picture about to be released, as well as in pictures from other companies which Publix will play, that I feel so confident for the future.

"We are amply provided with fine theatres. Our manpower is the best to be had in the industry. Thanks to Paramount and the general tone of excellence to be found in the product of other companies, we have the strongest array of pictures that has ever before been assembled. With such a combination, the future health of our box-offices is assured."

AMOS 'N' ANDY

Entire nation from Coast to Coast wildly clamoring for this terrific **BOX-OFFICE BULL'S EYE!** Dusky coin demons usher in returning Prosperity with a crash that's heard around the moving picture world! Huge Broadway theatre opening jams traffic for blocks! Wild reports come sizzling over the wires from the field as record after record topples. It's a panic, boys, and no mistake! Prepare to rock your town with this **BIG BERTHA OF BIG BUSINESS!** Check and Double Check!

LAUGHTER

The yearnings of a disillusioned generation forcefully articulate on the talking screen! The hunkering search for **LAUGHTER**, common to all humans, strikingly dramatized by **NANCY CARROLL** and **FREDRIC MARCH** Tense, gripping drama, suddenly dissolved by howls of laughter from the rollicking pen of Donald Ogden Stewart. It has punch, power, action, tears, laughs, love, romance—all of which spells **C-O-I-N, Money!**

TOM SAWYER

Youth—bubbling, spontaneous, commonly-experienced Youth, transfixed forever on the living screen! **MARK TWAIN'S** classic is a children's story from a grown-up's viewpoint! Its double appeal will stampede children and grown-ups alike. **JACKIE COOGAN, MITZI GREEN, JUNIOR DURKIN** win millions of new fans. "Brace your walls," advises Motion Picture News on this one, "they'll bulge!"

"NEW PRODUCT GREAT!" DECLARES BOOKING HEAD

Echoing the enthusiasm of Mr. Katz in regard to the great product line-up for Publix theatres during the coming months, William M. Saal, Director of Film Buying and Booking, enumerated some of the outstanding coin-getters for the special product issue of Publix Opinion. "It is impossible to look over this formidable line-up of product," declared Mr. Saal, "with-

out experiencing the most sanguine optimism regarding the future business outlook in our theatres. These pictures, almost without exception, pack a wallop that will make a lasting impression upon the box-office.

"In all the years that I have been connected with the film business, experience has taught me to always regard Paramount as the weather vane to indicate which way the wind was blowing in the industry. There is a well-known saying in politics that 'as Maine goes, so goes the entire country.'
(Continued inside)

MOROCCO

Paramount's mighty ace socker! Selected by Fox West Coast Theatres for a two-a-day long run at Grauman's Chinese Theatre, Hollywood! 'Will run 20 weeks!' wagers Fox ad-chief! It's **BIG!**

Burning desert love in the raw! Romance fanned to blood-heat by the sun scorched breath of Sahara. The potent lure of the Orient flowing through the sinewy veins of **MARLENE DIETRICH**—the most enslaving siren of the talking screen! **GARY COOPER**, the great he-man lover, in his most powerful and fascinating role! Torrid heart-film cooled by poignant touches of sheer beauty, artistic restraint and an eye to the box-office. A picture for **ALL** your patrons, from nine to ninety!

New Smash Product Book

SOCK COIN PICTURES USHER IN NEW ERA AS RECORDS CRASH!

(Continued from Page One)
attendant up a Harold Lloyd opening, were amazed at the hurricane of enthusiasm and laughter which swept through the theatre with the first flicker of the latest Lloyd classic. It was as if someone had suddenly set a match to a barrel of gunpowder! Complete pandemonium reigned from start to finish. In the meantime, the box-office figures were rising and rising steadily until about noon, when the house record suddenly went PLOP! The high water mark of that famous Broadway Home of Terrific Hits which, in the old prosperity days, had housed "Variety," "The Patriot," "Cocoanuts," "The Virginian," and others, had been reached and surpassed by far!

The sensational success of the Paramount record-wrecker was equalled by the opening of the great, nationally-followed radio team, AMOS 'N' ANDY. Seldom has Broadway seen such a congestion as milled about the new theatre, lured by the terrific "come-on" of these two radio names. The audience bubbled over in belly-quaking guffaws as the familiar voices, heard "in person" for the first time on the talking

screen, went through their mirth-provoking antics. It was a riot from the word go!

Field Hay-Wire

While Broadway was getting all hot and bothered about "CHECK AND DOUBLE CHECK," the field had been going hay-wire over a week. Such unheard of receipts were being piled up that "Variety" referred to them as "freak grosses." Amazed managers wired reports to their Home Offices that the picture took in more money in a day than previous attractions had grossed in a week! They all enthusiastically sang one chorus: "Happy Days Are Here Again!"

Once again the unerring flair of Mr. Sam Katz had proven accurate to a hair. Four days ago, in the last issue of Publix Opinion, Mr. Katz pointed out that the recent falling-off in business was not due to bad times but to indifferent product. Once the studios began releasing powerful box-office attractions, he said, then, bad times or no bad times, the grosses would come back with a leap. The performances of these two attrac-

HELL'S ANGELS

Two Broadway theatres couldn't hold the crowds that flocked to this air-thriller! Hit New York amidship, and the splatter of coin was heard all over Broadway! A FOUR MILLION DOLLAR production that returned on the original investment—AND HOW!

tions, forerunners of a mighty stream of money product from all studios, indubitably proved his contention.

"The spectacular success of "Feet First" and "Check and Double Check" on their first opening days," Mr. Katz declared, "should serve as a heartening impulse to every one connected with show business. They have proven, beyond the shadow of a doubt, that if you have good, desirable merchandise to offer in your theatres, the public will come clamoring to buy it."

Paramount Leads

"These two pictures are only the beginning of a series of releases from all studios which should chalk up some of the highest grosses ever tabulated in the history of the industry. In this parade of money product, Paramount, as usual, takes the lead. I need only go over in my mind some of the coming Paramount pictures to convince myself, definitely and irrefutably, of that fact. Make a mental balance sheet, putting such distinct box-office values as "Morocco," "Laughter," "Tom Sawyer," "The Right to Love," "Derelict," "Playboy of Paris," "The Royal Family," "Fighting Caravans," "No Limit," "The Blue Angel," in one column, and the combined output of other companies in another, and add them up. The totals can leave no doubt in the mind of any experienced showman as to the essential box-office superiority of Paramount pictures."

"With such a formidable array of pure money product as a basis, which is fortified by the cream top-notchers of other producing companies, I can see no earthly reason why business, beginning almost immediately, should not take a decided spurt upward and continue in the same stride indefinitely. I make no secret of the fact that I personally feel a great, buoyant optimism for the immediate future. I feel certain that my opinion is shared by everyone who has closely followed the trends of our business."

"With such a rosy future ahead of us, it behooves every Publix showman to pitch into the task ahead of us with a great enthusiasm born of an

'Maximum Efficiency Cost!' Mr. Katz On

With Publix theatres standing on the threshold of product releases from all companies, Mr. Sam Katz shares lessons of economy acquired during the recent lean months.

SHORTS KEEP PACE WITH FEATURES

Keeping pace with the general excellence attained by the feature product for the next few months, the short subjects available for Publix theatres offer unusual opportunities to build effective programs around the main attractions, according to Burt Kelly, Director of the Short Subject Department.

Among the exceptional shorts mentioned by Kelly are:

PARAMOUNT

SONG SERVICE, with Lee Morse.

PARAMOUNT PICTORIAL.

SCREEN SONGS: My Gal Sal.

On Sunday Afternoon

PULLING A BONE, with Burns & Allen, who made such a hit in "Fit to be Tied."

IT'S ALL OVER, with Marlon Harris.

OFFICE BLUES, with Ginger Rogers.

THE BIG SPLASH, with Johnnie Weismuller.

TALKARTOON: Skyscraper.

METRO

DOGWAY MELODY, satire on "Broadway Melody," a knockout subject.

UNIVERSAL

IT HAPPENED IN HOLLYWOOD, funny satire on Hollywood.

equally great confidence that the long awaited period of business normalcy has at last arrived. If you have any feeling of discouragement, half-heartedness or doubt, as a result of the trying period which we have all just passed through, GET RID OF IT AT ONCE! We are now on the threshold of a new era in the motion picture business. The past is dead. Forget about it! The future is before us. It will be just what we make it! If we pitch into the work ahead of us with the utmost enthusiasm, whole-hearted energy, confident optimism, resourceful showmanship and the will to win, we shall build a future for ourselves and our organization which will most certainly reflect unusual material advantages both upon ourselves and our company.

"We have the materials. We have the tools. Above all, WE HAVE THE MERCHANDISE! LET'S SELL IT!"

Not one cent of added expense any theatre or department, irrespective of grosses! This is a directive must be rigorously adhered to.

"There is a very natural tendency declared, "to loosen up a bit in income becomes a little larger in natural tendencies, this inclination in check for the greater material. If this is true in personal life, a good business man is one who keeps his enterprise. Inasmuch as of simply net receipts minus expenses, he constantly keeps his expenses at a minimum. Business will obviously show to be more justly worthy of the time.

"Good business tactics, present economical budget, adhered to in all theatres. A rise in grosses, which will increase the next few days, to go to you are business men and showmen selected for the positions. You believed you possessed the resourcefulness, energy, adaptability and sense and SHOWMANSHIP commands. Now is the time for we were right or wrong!

"The exercise of strict and efficiency of your organization, theatre, or any other business, is at will. It takes a smart showman theatre with maximum efficiency.

"MAXIMUM EFFICIENCY COST! Let that be your watchword for a few months and thereafter.

"The recent cost reconstruction has pared down all superfluous expenses. We are all now trimmed down to this reducing process, extreme individual organizations should be as one iota in the attempt to be relieved of all encumbering, so that be more effective now than we were.

"We are now in fighting the way!"

'FEET FIRST' MOBBED!

Crowds waiting to get into the Harold Lloyd fun fest at the Rialto in New York. Photo shows but a small portion of the thousands waiting! What a tribute to a swell picture!



ests Theatre Prosperity!

ncy at Minimum nders for Boom Era

of a great prosperity era as a result of magnificent
ended a serious note of warning that the hard-learned
ths be not forgotten in the coming period of plenty.

iture must be tacked on to
pective of the sudden swell-
order from Mr. Katz which

ency in all of us," Mr. Katz
conomy measures when our
Like a number of other
on must be rigorously held
benefit of the individual.

s doubly so in business. A
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profit, in the final analysis, is
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of a good business man.

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expenditures be strictly
Don't allow the sudden
ritably take place within
r head! Remember, you
men! You have been
now hold because we
necessary requirements of
ability, shrewd business
IP that your job de-
you to show us whether

stant economy at all times
be any let-down in the ef-
Almost anyone can run a
e can splash money around
an to successfully run his
at minimum cost.

NCY AT MINIMUM
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fighting weight. During
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erfluous weight, we should
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LET'S STAY THAT

COIN PRODUCT LISTED BY SAAL

(Continued from Page One)

I have always found it a safe rule
that 'as Paramount goes, so goes
the entire industry.' Never has
that saying been so true as it is
today.

"I feel no hesitancy whatsoever
in stating that Paramount has at
the present time the most power-
ful, hand-picked selection of
smash box-office pictures that has
ever been assembled by any com-
pany in the history of film busi-
ness. For direct public appeal,
sheer entertainment, variety,
name value and general box-office
'come-on' qualities, nothing can
beat it! And, true to the old say-
ing, when Paramount is exception-
ally strong on product, a notice-
able supply of good pictures is
found among the other compan-
ies. The result is, as Mr. Katz
points out, a general alignment of
sure-fire money product from all
companies, the cream of which is
selected for Publix theatres.

"With such a strong and con-
sistent supply of desirable mer-
chandise for our theatres, I am
convinced that within the next
few months they will roll up such
grosses as to definitely silence all
talk about depressions and firmly
establish the era of good times
with us again, to stay."

Among the coin-getters men-
tioned by Mr. Saal are the follow-
ing:

PARAMOUNT

MOROCCO, Paramount ace socker!
Boys, will they flock to this
one! If this film isn't in the
money, then there ain't no

THE BIG TRAIL

The epic of a century!
Rolled up \$68,000 at the
Roxy, New York, in first
three days! Critics went
daffy on it! FOUR STARS
by Irene Thirer! It will
roll every school child, its
parents and grand-parents
out of their homes and in-
to your theatre! Superbly
beautiful, awe inspiring
and breath-taking! A pic-
ture your town will talk
about for months!

LIGHTNIN'

Will WILL ROGERS
corral them in with this
one! Stage play kept 'em
coming on Broadway for
over two years and is still
touring the country! Lov-
able idler ideal role for
lovable Rogers! It has
comedy, pathos, drama,
heart interest—it has
EVERYTHING! A WILL
ROGERS BOX-OFFICE
WHOOPEE picture!

"show in show business."
Burning desert romance shot
with scenes of touching beau-
ty. Gary Cooper, Marlene Die-
trich—queen of screen sirens,
Adolphe Menjou, Francis Mc-
Donald, and a whale of a sup-
porting cast!

FEET FIRST, Harold Lloyd laugh
fest.

TOM SAWYER, Mark Twain's kid
classic for grown-ups and chil-
dren, with Jackie Coogan,
Junior Durkin and Miltzi
Green.

LAUGHTER, the great Nancy Car-
roll—Fredric March picture
that will meet a response in
every human! Laughs, tears
and poignant drama a plenty
in this one!

DERELICT, powerful sea story of
windblown sailors and sailors'
lasses, with George Bancroft
and William Boyd.

SEA LEGS, with Jack Oakie as a
rollicking tar, supported by
Harry Green, Eugene Pallette
and Lillian Roth.

ONLY SAPS WORK, hilarious
comedy with Leon Errol, Rich-
ard Arlen, Mary Brian and
Stuart Erwin.

ALONG CAME YOUTH, the de-
light of all flappers from nine
to ninety. Charles Rogers,
Stuart Erwin, William Austin
and Frances Dee.

THE RIGHT TO LOVE, dramatic
love story of terrific power,
with Ruth Chatterton, Paul
Lukas and David Manners.

FOLLOW THE LEADER, a belly-
buster with Ed Wynn, Ginger
Rogers, Stanley Smith and Lou
Holtz.

FIGHTING CARAVANS, mighty
epic of the covered wagon era,
with Gary Cooper, Lily Damita,
Ernest Torrence, Tully Mar-
shall, Fred Kohler and Eugene
Pallette.

NO LIMIT, sure-fire laugh tourna-
ment with Clara Bow, Harry
Green, Stuart Erwin, Norman
Foster and Dixie Lee.

THE BLUE ANGEL, a dramatic
shocker with Emil Jannings
and Marlene Dietrich.

DISHONORED, with Marlene Die-
trich.

UNFIT TO PRINT, another smash
Bancroft vehicle.

STOLEN HEAVEN, with Nancy
Carroll.

METRO-GOLDWYN-MAYER

REMOTE CONTROL, with the
irrepressible William Haynes.

MIN AND BILL, a side splitter
with Marie Dressler and Wal-
lace Beery.

A LADY'S MORALS, adapted
from the story of Jenny Lind
and featuring Grace Moore,
beautiful Metropolitan Opera
star, and Wallace Beery.

THE NEW MOON, with Laurence
Tibbett and Grace Moore.

UNITED ARTISTS

ABRAHAM LINCOLN, historical
\$2 classic that is panicking all
New York, with Walter Hus-
ton.

THE BAT WHISPERS, with Ches-
ter Morris.

HELL'S ANGEL'S, terrific
\$4,000,000 air thriller that
had all Broadway on its ears!

FOX

THE BIG TRAIL, glamorous out-
door classic of the Old West
that has stampeded Broadway.

JUST IMAGINE, stupendous pro-
duction by the director of
"Sunny Side Up" and "High
Society Blues," with El Brend-
del and Marjorie White, De
Sylva, Brown and Henderson
music.

LIGHTNIN', with Will Rogers.

THE MAN WHO CAME BACK,
with that sure-fire money com-
bination, Janet Gaynor and
Charles Farrell.

PATHE

SIN TAKES A HOLIDAY, with
Constance Bennett.

REBOUND, with Ann Harding.

THE GREATER LOVE, with Ann
Harding and Clive Brook.

R. K. O.

AMOS 'N' ANDY—you know the
rest.

THE SILVER HORDE, gripping
Rex Beach story with Louis
Wolheim and Evelyn Brent.

HALF SHOT AT SUNRISE, with
those two cuckoos, Wheeler
and Woolsey.

BEAU IDEAL, sequel to BEAU
GESTE.

HOOK, LINE AND SINKER, an-
other cuckoo story with
Wheeler and Woolsey.

DERELICT

Mighty, blustering,
double-fisted he-man
drama with GEORGE
BANCROFT pitted
against the pounding
sweep of the elements!
Terrific crash in mid-
ocean, turbulent tropical
storms, walloping fist fights
to subdue mutinous crews,
red-blooded action, speed,
thrills—and a cleverly
spotted love angle that
makes this picture univer-
sal in its appeal. Typical
Bancroft fare of the top-
notch box-office variety!

CIMARRON, famous Edna Ferber
best seller, with Richard Dix.

UNIVERSAL

THE BOUDOIR DIPLOMAT, with
Betty Compson, Ian Keith and
an all-star cast.

SEE AMERICA THIRST, Harry
Langdon-Slim Summerville
laugh orgy.

THE CAT CREEPS, from the fam-
ous stage play, "The Cat and
the Canary," with Helen Twel-
vetrees and Nell Hamilton.

RESURRECTION, famous Tolstoi
classic with John Boles and
Lupe Valez.

DRACULA, creepy New York stage
hit headed by star of that
stage success.

THE COHENS & KELLYS IN
AFRICA, antics of the two
famous film funsters on the
Dark Continent.

AMOS 'N' ANDY CRUSH!

The Fresh Air Taxi Company could have done a
rushin' business, if the crowd below is any indication
of the popularity of the executives. Check 'n' double
check this one boys, it's the greatest 'personal' ap-
pearance in the history of the screen!



YOU HAVE THE
MERCHANDISE
SELL IT!

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The Official Voice of Publix

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Vol. III

Publix Theatres Corporation, Paramount Building, New York, Tuesday, November 4th, 1930

No. 60

"We are now on the threshold of a new era in the motion picture business. The past is dead. The future is before us. We have the materials. We have the tools. Above all, we have the merchandise! LET'S SELL IT!"

—SAM KATZ, President, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION
SAM KATZ, President

A. M. BOTSFORD, Director of Advertising
Contents Strictly Confidential J. ALBERT HIRSCH, Editor

A NEW ERA DAWNS!

The first few samples of the new season's bumper crop has already been placed upon the market. The result has since passed into history.

In the North, the South, the East and the West, in New York City, in metropolitan key centers, in small towns and villages, a gigantic renaissance of motion picture interest has developed with such suddenness as to utterly bewilder the most veteran showmen, inured to the vagaries of their fascinating profession. On one picture, 125 requests for hold overs have necessitated the rush printing of 150 extra prints. On another picture, two theatres on Broadway, running the same attraction, were unable to contain the clamoring crowds. A manager from Springfield, Ill., writes into his Home Office that never since Abraham Lincoln left for the White House from that town, were there such tumultuous crowds, nor was more enthusiasm displayed. The cause was a motion picture—one of the season's new releases.

These unheard of occurrences simply prove one thing. That the time of promises and speculation is over. That the money hey-day of the motion picture industry is HERE! There can be no possible doubt about it. The overflowing box-offices of the numerous spots throughout the country where the first forerunners of the new money-bearing product are shown, bear eloquent testimony to that. It's HERE and it's HERE TO STAY!

The advantages which Publix theatres will derive from this dawning prosperous era are many. In the first place, they play all Paramount pictures which, as usual, lead the parade in the "greater grosses" pictures. Then, the concentrated Home Office buying facilities assure them the cream of other company product. The intelligently regulated cost reconstruction program has pared down all excessive and encumbering weight from every operation, thus facilitating a sure road to greater profits. Paramount Publix theatres are the finest in the world. The manpower that operate these theatres is a hand picked legion of trained and veteran showmen, the pick of the industry. Paramount Publix leaders are men who have inscribed their names upon the highest peaks of achievement recorded in the annals of film history. With such a crack organization, with such excellent facilities to work with and with such stupendous, money-getting product to sell, the stage is set for the greatest period of box-office prosperity that has ever visited the company.

The day of depression, uncertainty, discouragement and scepticism, as far as motion picture business is concerned, is past. A new era dawns. The king is dead. LONG LIVE THE KING!

ABRAHAM LINCOLN

Mighty, pulsing epic of a nation's most revered idol! A panic on Broadway at \$2 top! Ushered in by hosannas of critics who claimed it was greater than "Birth of a Nation"! A D. W. GRIFFITH smash sensation! WALTER HUSTON hits the highest pinnacle of histrionic glory in this colossal film triumph! Universal appeal makes this picture practically legal tender at any box-office! A shocker that will set a box office record few "greater thans" will ever top! A Money Making Marvel!

MANPOWER SUPPORT PLEDGED

Enthusied by the mammoth attractions scheduled for all Publix theatres during the next few months, David J. Chatkin pledged the untiring efforts of the entire theatre management department toward making the coming period one of the brightest box-office eras in the entire history of Paramount Publix.

"I am certain that every man in Publix will do his utmost to extract the last cent of profit from these marvelous attractions soon to play in our theatres. Not a single merchandising possibility will be overlooked, I am sure.

"Publix manpower can be depended upon to attain the 'maximum efficiency at minimum cost.' They have accomplished it before and they can be counted upon to do it again.

"The next few months will offer splendid opportunities to everyone in Publix. The unusual product we have on hand will call for unusual selling effort. The manner in which the individual theatre manager will handle these particular attractions will be closely watched. I am certain that the results will be eminently beneficial to the manager, to his theatre and to the company."

CHEVALIER IN THE COIN AT PARAMOUNT

Latest report from Manager E. T. Leaper of the New York Paramount, indicate that Maurice Chevalier in "Playboy Of Paris" is spiraling high into the money record of Publix' ace Broadway house.

"Seldom have I seen such enthusiastic audience reaction to a picture!" exclaimed Mr. Leaper. "The audience laughed heartily all through the showing of the picture and the number of 'repeats' was unusually large. Patron comment was the most enthusiastic I have ever heard in this house. 'Playboy Of Paris' certainly belongs in the uppermost ranks of the new season product that is making theatre box-office history!" The vast throngs clamoring about the box office of the giant N. Y. Paramount offer daily proof to the terrific drawing appeal of this picture.

THE RIGHT TO LOVE

The answer to a maiden's eternal query! Has a girl the right to love? "YES" is the thundering answer of RUTH CHATTERTON'S poignant and powerful portrayal of two characters in the screen version of Susan Glaspell's best seller. Punch title, CHATTERTON, sock supporting cast, ace director, best seller story and wide appeal of subject all point to—BOX-OFFICE GOLD MINE!

EXPLOIT MASS LURE IN FILM FOR COIN!

Resourceful and concentrated exploitation of the inherent draw qualities with which the new product is so closely packed represents one of the most effective ways of getting the full money value from this stupendous assortment of pictures, according to A. M. Botsford.

"A careful diagnosis of the pictures included in the new releases," said Mr. Botsford, "reveals that, in practically every instance, the definite public appeal aimed at in the production of the picture has been successfully attained. Of course, this appeal is striven for in the making of all pictures but it is seldom that such success has so generally prevailed. This, to my mind, accounts for the terrific audience appeal of the greater portion of the coming product.

"Obviously, the thing to do in selling this product is to seek out that essential public drawing quality in a picture and concentrate upon it. Seldom have any group of pictures lent themselves so admirably to this sane and intelligent form of advertising.

"I thoroughly agree with Mr. Katz when he says that it is not necessary to spend any extra money to get these pictures over to the public. There is no need for contests, gala weeks and other expensive forms of diversified and pointless ballyhoo. Concentrate on the very core of the matter—the picture itself! Study its appeal and the best manner of presenting it to the public. It is not

necessary to buy whole gobs of paid space. Use your usual amount of space but tighten up on your message, make it represent the very essence of the thing you are trying to sell, make your copy, your layout, your selling slant fairly pulse with that essential public drawing quality which was originally put into the picture in order that it might have a wide and facile sale. The same is also true for your publicity stories, your trailers, your posters and your lobbies.

"Judged from every possible angle, the pictures booked for Publix theatres during the next few months are a veritable exhibitor's dream of paradise. The majority of them will practically sell themselves. However, fortified by the proper intelligent advertising stimulus, they should roll up the greatest grosses ever recorded in film history."

NOVELTY SHORT SERIES PRAISED BY KELLY

Occasionally a series of novelty shorts are released that are unusually interesting and entertaining and because of this, and the fact that they are new and different, deserve special consideration. The Universal "Strange As It Seems" series, is considered such a group by Burt Kelly and receives his endorsement.

John Hix, who is credited with these subjects, has succeeded in compiling some phenomena that are at once out of the ordinary and amusing. Each reel contains five or six shots nicely routine, each running from one to two minutes. Each shot is an actual picturization of some oddity and in addition to the sound in the picture, is explained by an offstage announcer. It is in this that this group differs from other reels of this type.

PLAYBOY OF PARIS

CHEVALIER—that's enough! World's greatest box-office magnet in a picture that fits him like the skin on the grape! Plays on his home grounds—Paris—as a waiter by day and a fascinating millionaire lover by night! Songs, laughs, romance and the genial personality of CHEVALIER emanating in a warming glow from the talking screen! A sure smash, equally effective in New York and Kokomo!